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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934  
(Amendment No. \_\_)**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

**PRIMERICA, INC.**

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(Name of Registrant as Specified In Its Charter)

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(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
  - Fee paid previously with preliminary materials.
  - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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PRIMERICA, INC.  
1 PRIMERICA PARKWAY  
DULUTH, GA 30099

# Your **Vote** Counts!

PRIMERICA, INC.

2023 Annual Meeting

Vote by May 16, 2023

11:59 PM ET



V04025-P86866

## You invested in PRIMERICA, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 17, 2023.**

## Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 3, 2023. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

### Smartphone users

Point your camera here and  
vote without entering a  
control number



### Vote in Person at the Meeting\*

May 17, 2023  
8:30 a.m.

Primerica Home Office  
1 Primerica Parkway  
Duluth, GA 30099

\*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

V1.1

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

### Voting Items

	Board Recommends
1. To elect the following directors: <b>Nominees:</b>	
1a. John A. Addison, Jr.	✔ For
1b. Joel M. Babbit	✔ For
1c. Amber L. Cottle	✔ For
1d. Gary L. Crittenden	✔ For
1e. Cynthia N. Day	✔ For
1f. Sanjeev Dheer	✔ For
1g. Beatriz R. Perez	✔ For
1h. D. Richard Williams	✔ For
1i. Glenn J. Williams	✔ For
1j. Barbara A. Yastine	✔ For
2. To consider an advisory vote on executive compensation(Say-on-Pay).	✔ For
3. To consider an advisory vote to determine stockholder preference on the frequency of theSay-on-Pay vote (Say-When-on-Pay).	1 Every Year
4. To ratify the appointment of KPMG LLP as our independent registered public accounting firm for fiscal 2023.	✔ For

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up forE-delivery".